

**ABSTRACT**

The present invention is directed to a system, method, and software product for linking a user/requester to a service provider selected from a plurality of different service providers. The system includes providing a services directory which includes entries for a plurality of services, each service associated with at least one of the plurality of different service providers. A user selects a criterion for selection of a service provider. The system automatically provides the requester with a list of one or more of the plurality of different service providers based on the criterion. The requester then selects one of the plurality of different service providers from the list. The user then submits a request for a desired service to the selected service provider and the provider provide the desired service.

10